



THE SOUTHEASTERN PARTNERSHIP  
**STRATEGIC MARKETING PLAN**  
2017-2020



Regional Economic Development Partnership

## THREE-YEAR STRATEGIC PLAN

**Mission:** Provide strong economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will support the creation of new jobs, generate capital investment, and secure new business locations.



## LEAD GENERATION/PROJECT PROCESS



## **Mission Statement**

*Provide strong regional economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will support the creation of new jobs, generate capital investment, and secure new business locations.*

## **Leading Regional Economic Development Marketing**

The Southeastern Partnership is a regional economic development organization whose historic success has been driven by marketing and lead generation. North Carolina's Southeast is the brand and marketing name for the organization. Cultivating sustainable economic opportunities in Southeastern North Carolina requires strategies for promoting and enhancing the region's assets and product. The Partnership has developed a three year strategic plan to guide its work.

Marketing and business recruitment is highly competitive and the Partnership believes that a fully collaborative effort yields the best results. The organization will develop and maintain mutually constructive relationships with public and private allies and partners that work together at the local, regional, and state levels.

The southeast region has established itself as a competitive area in which to do business, partly due to the key assets it possesses:

- Two Ports: International Port of Wilmington, Port of Morehead City
- Strong agricultural base
- Population of 1.8+ million with a labor force of 742,000+
- Diverse industry base, including more than 30 Fortune 500 companies with an regional presence
- Certified industrial parks, including At-Port industrial sites
- Five Metropolitan Statistical Areas – Wilmington, Fayetteville, Myrtle Beach, New Bern and Goldsboro
- Wilmington International Airport, Fayetteville Regional Airport, Albert J. Ellis Airport, Coastal Carolina Regional Airport, and the North Carolina Global Transpark
- Interstate highway network – I-40, I-95, I-73, I-74, I-140, I-795 and I-42
- Seven military installations – Fort Bragg, Camp Lejeune, Seymour Johnson Air Force Base, Marine Corp Air Station Cherry Point, Marine Corp Air Station New River, Camp Mackall, and Military Ocean Terminal Sunny Point
- Six major universities – UNC-Pembroke, Fayetteville State, UNC-Wilmington, St. Andrews, Methodist and Mount Olive
- 15 Community colleges

- Innovative healthcare facilities
- Dynamic quality-of-life

The southeast region is diverse and marketing will be more effective on a customized, micro-region approach rather than a “one size fits all” approach. This focus will include marketing initiatives for each micro-region. These four micro-regions are:

- Western
- Central
- Wilmington
- Mid-NC

### **Business/Industry Sectors**

Our strategic plan will guide regional strategies on expanding existing and emerging industry sectors, including:

- Advanced Textiles
- Distribution & Logistics
- Food & Beverage Production
- Agribusiness
- Metalworking
- Energy
- Biotechnology
- Defense
- Aviation & Aerospace

## **Marketing Goals**

The Partnership will closely track the achievement of goals and objectives set annually by the Board of Directors and the Local Developers Advisory Group (LDAG).

- **Regional Marketing Goals**

(NCSE fully controls the achievement of these goals)

1. Generate 270 qualified business/industry leads and projects
2. Generate 126 unique client visits and meetings
3. Generate 1,080 total building and site recommendations
4. Support regional economic development initiatives

- **Regional Economic Growth Goals**

1. Support the creation of 1,080 new jobs through marketing strategies and engagement
2. Support the creation of \$540 million in private investment through marketing strategies and engagement
3. Encourage 18 company locations to the region through marketing strategies and engagement

### **I. Direct Marketing**

1. Participate in marketing missions, trade shows, and conferences that focus on companies within targeted industry sectors.
2. Conduct email marketing campaigns to specific site selection consultants and industrial brokers.
3. Meet with site selection consultants at their locations and site consultant events to promote the region.
4. Hold marketing events with industrial brokers in Charlotte and Raleigh.
5. Support FAM Tours within the micro-regions.

6. Develop customized marketing strategies with the four micro-regions within the southeast region.
7. Develop updated marketing materials for regional promotion to include spotlighting targeted business/industry sectors.
8. Facilitate first-time client visits to the region and involve local and allied organizations and stakeholders in these visits.
9. Assist the Health Care Sector to create value added opportunities and sustainability.

## **II. Product Development**

1. Assist counties with customized product development needs with active projects or planning for new product, such as Shovel Ready sites.
2. Explore the possibility of a state funding program to match dollars raised by the Southeastern Partnership. If successful, a significant portion of these funds will be used for product development and marketing within the member counties.

## **III. Research & Technology**

1. Maintain the buildings and sites database on the NCSE website.
2. Develop and maintain a dynamic new website platform
3. Maintain the Bio-renewable/Biotechnology GIS app.
4. Provide research assistance as needed to counties.
5. Evaluate the integration of the NCSE/EDPNC Salesforce platforms for project management.
6. Develop annual *Regional Profile* research document.

7. Conduct business/industry cluster and sector analysis for the region to include potential supply chain recruitment opportunities.
8. Develop an online library of industrial site drone videos

#### **IV. County & Allied Partner Engagement**

1. Hold Local Developer Advisory Group meetings to involve county economic developers in the marketing program.
2. Enhance the collaborative relationship with the EDPNC to maximize marketing and resources to benefit the region.
3. Provide technical advice to counties when requested for economic development initiatives.
4. Promote the engagement of counties and allies in direct marketing initiatives.
5. Enhance the project management relationship with the Economic Development Partnership of NC (EDPNC).

#### **V. Regional Advocacy**

1. Strengthen advocacy for key issues, initiatives and policy that will support regional economic growth.
2. Hold an annual briefing for regional legislators to highlight economic development in the region.

#### **VI. Communications & Public Relations**

1. Release quarterly newsletters to promote NCSE's accomplishments and activities.
2. Release monthly information and reporting to internal investors to highlight NCSE engagement.

3. Conduct 4-6 news releases to announce special accomplishments by NCSE.
4. Meet with individual investors and stakeholders on an as needed basis but no less than a bi-annual basis.
5. Hold an annual meeting to highlight the accomplishments of NCSE

## **VII. Fundraising**

1. Activate Fundraising Committee to establish annual fundraising goal to meet the financial needs of NCSE. Fundraising Goal and Plan to be presented to NCSE Board at fourth quarter meeting of each year.
2. Conduct quarterly Fundraising Committee meetings to discuss ongoing fundraising needs.
3. Seek opportunities to grow private membership at both Board Level and Investor Level

## **Performance Metrics and Return-on-Investment (ROI)**

The Partnership will use these performance metrics to measure its results for the region.

1. Unique first time client visits to the region
2. Building and site recommendations to qualified leads/projects
3. Leads/projects generated by business/industry sector
4. Leads/projects generated by source (website, consultant, broker, ally, trade show, recruiting mission)
5. Leads/projects with port and rail requirements
6. Company location announcements impacted by marketing strategies
7. Technical assistance provided to counties
8. Marketing events implemented (trade shows, email campaigns, marketing missions, consultant events, industry conferences)
9. Establishment and accomplishment of annual Fundraising Goal.
10. Partner engagement (activities and resources leveraging)
11. Leadership activity (i.e. NCEDA, economic development policy)